This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1 – 70. (Cancelled)

71. (Previously Presented)

A hand-held device for receiving auxiliary data relating to promotional opportunities from a display device and a radio signal source in response to video signals containing auxiliary data presented on the display device, the hand-held device comprising:

a photodetector disposed on the hand-held device for receiving directly from the display device;

a radio frequency (RF) receiver disposed on the hand-held device for receiving the promotional opportunities transmitted as auxiliary data from the radio signal source in response to video signals containing auxiliary data which are presented on the display device;

a central processing unit (CPU) and circuitry disposed on the hand-held device for processing the auxiliary data received by the hand-held device;

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a decoding means on the hand-held device for decoding the promotional opportunities resulting from the receipt and processing of the auxiliary data on the hand-held device from either the display device, the radio signal source, or both the display device and the radio signal source; and

a memory disposed on the hand-held device and coupled to the CPU for storing the promotional opportunities.

72. (Previously Presented)

The hand-held device of claim 71, wherein the radio signal source is a decoder device for demodulating the promotional opportunities received from the source.

73. (Previously Presented)

The hand-held device of claim 71, wherein a device display is disposed on the hand-held device to present the promotional opportunities received.

74. (Previously Presented)

The hand-held device of claim 73, wherein the device display is a liquid crystal display (LCD) screen, a touch screen, or one or more light emitting diodes (LEDs).

75. (Cancelled)

76. (Currently Amended)

A hand-held device for a user to interact with a source of auxiliary data and providing one or more promotional opportunities pre-stored by a sponsor on the hand-held device in conjunction with material presented by a the source from the reception of auxiliary data from the source, the hand-held device comprising:

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a receiver disposed on the hand-held device for receiving auxiliary data from the source during presentation of the material; and

a central processing unit (CPU) and other circuitry disposed on the hand-held device and coupled to the receiver which compares the auxiliary data received against pre-stored data that triggers one or more pre-stored promotional opportunities for a user of the hand-held device.

77. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and the receiver is a photodetector.

78. (Previously Presented)

The hand-held device of claim 76, wherein the source is a radio signal source

and the receiver is a radio frequency (RF) receiver.

79. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and a radio signal source.

80. (Currently Amended)

The hand-held device of claim 77, wherein the receiver ~~is~~ comprises both a photodetector and a radio frequency (RF) receiver.

81. (Currently Amended)

A hand-held device for providing one or more ~~relative~~ incremental promotional opportunities to a user for progressive activity and presented by a source of promotional opportunities to a user of the hand-held device, the hand-held device comprising:

C2 Cont.

a receiver disposed on the hand-held device for receiving the ~~relative~~ incremental promotional opportunities from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing the ~~relative~~ incremental promotional opportunities received by the hand-held device;

a memory disposed on the hand-held device and coupled to the CPU for storing the ~~relative~~ incremental promotional opportunities; and

nonalphanumeric indication display disposed on the hand-held device for displaying respective levels of ~~relative~~ the incremental promotional opportunities to the user of the hand-held device.

82. (Previously Presented)

The hand-held device of claim 81, wherein the source is a display device and the receiver is a photodetector.

83. (Previously Presented)

The hand-held device of claim 81, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

84. (Currently Amended)

The hand-held device of claim 81, wherein the source is either a display device ~~and~~ or a radio signal source, and the receiver ~~is~~ comprises a photodetector and a radio frequency (RF) receiver.

85. (Currently Amended)

The hand-held device of claim 81, wherein the indication display is a ~~series~~ plurality of LEDs.

86. (Previously Presented)

The hand-held device of claim 85, wherein the LEDs are either the same color or different colors for providing an indication of the promotional opportunities or auxiliary data received by the hand-held device.

87. (Currently Amended)

The hand-held device of claim 85, wherein the respective levels are ~~successive~~ progressively illuminating LEDs corresponding to the ~~relative~~ incremental promotional opportunities received by the hand-held device.

88. (Currently Amended)

The hand-held device of claim 85, wherein the respective levels illuminate at least one LED corresponding to one or more incremental promotional opportunities received by the hand-held device.

89. (Currently Amended)

A hand-held device for receiving auxiliary data relating to promotional opportunities from a source of auxiliary data, the hand-held device comprising:

a receiver disposed on said hand-held device for receiving ~~promotional opportunities~~ a signal with auxiliary data from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing the ~~promotional opportunities~~ signal and reproducing the auxiliary data received by the hand-held device;

a memory disposed on the hand-held device and coupled to the CPU for storing the ~~promotional opportunities~~ auxiliary data; and

a computer interface means on the hand-held device for communicating with a computer for remote processing of the ~~promotional opportunities~~ auxiliary data on the computer to provide the user with promotional opportunities from receiving and processing of the auxiliary data.

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90. (Currently Amended)

The hand-held device of claim 89, wherein a decoder is disposed on the hand-held device for decoding the ~~promotional opportunities~~ signal received from the source.

91. (Previously Presented)

The hand-held device of claim 89, wherein the source is a display device and the receiver is a photodetector.

92. (Previously Presented)

The hand-held device of claim 89, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

93. (Currently Amended)

The hand-held device of claim 89, wherein the source is either a display device ~~and~~ or a radio signal source.

94. (Currently Amended)

The hand-held device of claim 93, wherein the receiver ~~is~~ comprises a photodetector and a radio frequency (RF) receiver.

95. (Previously Presented)

The hand-held device of claim 89, wherein the computer interface is a portable data storage for transferring the promotional opportunities to the computer.

96. (Previously Presented)

The hand-held device of claim 89, wherein an aiming light is an indication that the hand-held device is suitably oriented to receive promotional opportunities.

97. (Previously Presented)

A method of interactive advertising and promotion in connection with a user's observance of sporting, racing or other special events comprising:

transmitting auxiliary data related to such events, wherein the auxiliary data is associated with sponsors and carries promotional opportunities of special significance relative to the event, the sponsor and the promotional opportunities are of special value to the user;

providing means for receiving the auxiliary data for the user of a hand-held device while it views the events on a display device, the hand-held device being capable of selectively receiving the auxiliary data from a display device and a radio signal source;

providing means on the hand-held device for receiving the auxiliary data for the user of the hand-held device while the user attends the events, the hand-held device being capable of selectively receiving the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

98. (Previously Presented)

A method of interactive advertising and promotion relative to material presented by a display device comprising:

transmitting auxiliary data during presentation of the material, where the auxiliary data is associated with a sponsor of the material and carries promotional opportunities;

providing means for receiving the auxiliary data for users of a hand-held device while they view the events on a display device, the hand-held device resembling a snap-shot camera with simulated lens so as to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

99. (Previously Presented)

The method of claim 98 further comprising means for presenting to the user the promotional opportunities received by means of the auxiliary data.

100. (Previously Presented)

A method of purchasing a desired product through interactive advertising from a source, the method comprising:

supplying a user with a hand-held device capable of capturing a promotional opportunity relative to a desired product from the source;

capturing the promotional opportunity relative to the desired product on the hand-held device by the user; and

utilizing a hand-held device with a computer interface capable of connection to a computer with Internet access to purchase the desired product for the user.

101. (Cancelled)

102. (Previously Presented)

A hand-held device for use by user while viewing a display device presenting information including auxiliary data representing a promotional opportunity, the hand-held device resembling a snap-shot camera with simulated lens so as by its resemblance to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data.

103. (Previously Presented)

The hand-held device of claim 71, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

104. (Previously Presented)

The hand-held device of claim 76, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

105. (Cancelled)

106. (Previously Presented)

The hand-held device of claim 89, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

107. (Previously Presented)

The hand-held device of claim 97, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

108. (Previously Presented)

The hand-held device of claim 98, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

109. (Previously Presented)

The hand-held device of claim 100, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

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110. (Previously Presented)

The hand-held device of claim 104 further comprising nonalphanumeric indication display disposed on the hand-held device for displaying respective levels of relative promotional opportunities to the user of the hand-held device based on the auxiliary data received by the hand-held device.

111. (Previously Presented)

A method of providing a promotional opportunity from a sponsor to a user of a hand-held device from the receipt of auxiliary data on the hand-held device, the method comprising:

supplying the user with the hand-held device capable of capturing auxiliary data;

broadcasting a video signal with auxiliary data on a display device viewed by the user;

demodulating the video signal with auxiliary data on a decoder device;

transmitting by radio frequency the auxiliary data from the decoder device to the hand-held device;

capturing the auxiliary data relating to the promotional opportunity on the hand-held device; and

providing the user with the promotional opportunity from the sponsor based on the receipt of the auxiliary data on the hand-held device.

112. (Previously Presented)

The hand-held device of claim 111, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

C2 cont.

113. (New)

The hand-held device of claim 71, wherein the auxiliary data is modulated within the video signals in a substantially invisible way.

114. (New)

The hand-held device of claim 76, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

115. (New)

The hand-held device of claim 81, wherein the incremental promotional opportunities are modulated within a video signal in a substantially invisible way.

116. (New)

The hand-held device of claim 89, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

117. (New)

The method of claim 97, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

118. (New)

The method of claim 98, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

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119. (New)

The method of claim 100, wherein the promotional opportunity is modulated within a video signal in a substantially invisible way.

120. (New)

The method of claim 111, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.